





Launching a new product?

Gathering leads for a program or project?

Want to host an interactive customer promotion?

Become a Portland Farmers Market Exhibitor!

Portland Farmers Market (PFM) provides outstanding opportunities for businesses to connect with the Portland community in a meaningful way. Frequently ranked in the world's top ten best farmers markets, PFM offers an association with a well-respected organization working tirelessly to support family farmers and food artisans while promoting healthy lifestyles for our community.

Without a doubt, one of the top foodie experiences in Portland includes a visit to PFM, where local farmers and ranchers, cheese makers, bakers, flower growers, food artisans and craft beverage producers all come together to create a vibrant marketplace experience featuring the freshest of the Pacific Northwest.

PFM operates five farmers markets in the Portland Metro area, connecting farmers and vendors with shoppers throughout the city. Our flagship market at Portland State University (PSU) enjoys an average of 7,800 customers weekly, with as many as 10,000 on a summer day.

We welcome special exhibitors (single-day or limited engagement) that complement our vendor mix, enhance the overall shopper experience and align with the values of PFM.

In exchange, we offer an unparalleled opportunity for face-to-face engagement, product sampling and lead generation for brands/businesses seeking to connect with our audience.

Let's discuss and see if we're a good fit!

Katy Kolker

Executive Director

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TOP REASONS TO EXHIBIT PORTLAND FARMERS MARKET

REACH more than half a million visitors annually at our five vibrant farmers markets, and through our robust online presence.

PROMOTE your company's commitment to quality, local economy, community, and/or sustainability.

ENGAGE with customers face-to-face in a relaxed, comfortable, feel-good environment.

LAUNCH a new product or promotional campaign, and gather new customer leads at one of Portland's top consumer events.

CONNECT with shoppers aligned with your business values and target demographics.

SUPPORT a highly regarded nonprofit providing essential services and vibrant gathering spaces for local food producers and the community at large.

OUR AUDIENCE

2024 DIGITAL REACH



289.1K unique website visitors



47.8K Instagram followers

Micro Influencer

Reached 237K unique IG followers



37.2K Facebook followers

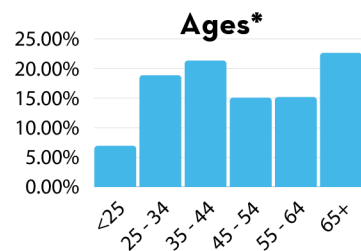
Reached 217K unique FB followers



8.5K Email subscribers

Average 52.6% email open rate

SHOPPER INFO



Consumer Style*

Health, sustainability, community,
farm-fresh foods, supporting
small businesses & local economy

Geography*

Portland Metro Area residents, visitors from
around the country and around the world

*Based on data collected in shopper surveys conducted at our five markets.

FLAGSHIP MARKET



PSU Farmers Market

Saturdays in Downtown Portland, Year-Round

Our year-round flagship market, on the campus of Portland State University, welcomes up to 9,000 shoppers on a summer Saturday. Portland-area residents and chefs, along with visitors from around the world, can browse over 120 vendor stalls.

MID-SIZED MARKETS



King Farmers Market

Sundays in Northeast Portland, May through November

Situated one block south of the vibrant Alberta Arts District and adjacent to King School Park, this market is a family-centric Sunday destination for the neighborhood. Shoppers can find up to 30 farmer and food vendor booths.



Shemanski Park Farmers Market

Wednesdays in Downtown Portland, May through October

Located in Portland's South Park Blocks, this market is a popular destination for lunch and mid-week grocery shopping. It features over 25 vendors, selling farm-fresh produce and locally-made foods under a lush green canopy of trees.

SMALL MARKETS



Kenton Farmers Market

Wednesdays in North Portland, June through September

Located in the heart of the historic Kenton neighborhood in North Portland, this market features over a dozen vendors, live musical entertainment, kids' activities, and a festive, street-fair atmosphere in the midst of this lively business district.

Lents International Farmers Market

Sundays in Southeast Portland, June through November

This market provides fresh, local, and culturally relevant produce to the surrounding diverse community. There is an average of 12 vendors offering a wide variety of fruits & vegetables along with locally produced.





EXHIBITOR OPPORTUNITIES

As a guest exhibitor, your company has the opportunity to shine at our flagship market on the dynamic campus of Portland State University or at one of our four farmers markets.

Pricing ranges from \$300 to \$5,000 depending on the your company size, season and location. Opportunities can be customized for each exhibitor, based on your space size/footprint and logistical requirements. Discounts for multi-date packages are available.

In addition to the promotional booth, digital promotion and other assets can be added to your package for an additional investment.

FLAGSHIP MARKET

Pricing ranges from \$1,250 to \$3,600.

At-market benefits can include:

On-site announcement and banner promoting your presence at the market

Your branded collateral available to shoppers at our market booth

Opportunity to exhibit at both PSU and one of our markets

Digital benefits can include:

Social media promotion

Mention of your exhibit day in our monthly newsletter or weekly reminder email.

Banner ad with link on high-traffic page of PFM's website

MID-SIZED MARKETS

Pricing ranges from \$600 to \$1,350.

At-market benefits can include:

On-site announcement and banner promoting your presence at the market

Your branded collateral available to shoppers at our market booth

Digital benefits can include:

Social media promotion

Mention of your exhibit day in our monthly newsletter or weekly reminder email.

SMALL MARKETS

Pricing ranges from \$360 to \$810

At-market benefits can include:

On-site announcement and banner promoting your presence at the market

Digital benefits can include:

Social media promotion

We also offer sponsorship opportunities at our markets.

For more info, visit the [BECOME A MARKET SPONSOR OR EXHIBITOR](#) page on our website.